

ORDER



Orders
Order / Rev: 69358
Alt Order #: 9856146 /Brad
Product Desc: Obama for America
Estimate:
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 11/07/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	93	\$44,085.00	\$37,472.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	93	\$44,085.00	\$37,472.25	0.00
Totals	93	\$44,085.00	\$37,472.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	30%	\$44,085.00
Market	100%	\$146,950.00

Competitive Share

Competitive Share	Share	Total
EHP	1%	\$1,469.50
UNKWN	64%	\$94,048.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	5%	\$7,347.50
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M - TF - -	:30	2	\$60.00	P-2	0.00	NM	2	\$120.00
E 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M - TF - -	:30	2	\$60.00	P-2	0.00	NM	2	\$120.00
E 3	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M - TF - -	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
E 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M - TF - -	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
E 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M - TF - -	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
E 6	WHP	11/01/12	11/05/12		CM	9a-11a	- - - - S -	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00

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CBS This Morning Saturd: Saturday Early Show															
E 7	WHP	11/01/12	11/05/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M--TF--	:30	4	\$220.00	P-2	0.00	NM	4	\$880.00
E 8	WHP	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M--TF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		M-F 2p-3p See MG 8.5 [No Avail]		2p-3p	M--ThF----	:30		(\$200.00)		0.00	NM		
5	WHP	11/01/12-11/05/12		Sa-Su 11p-1130p News MG for 8.1 11/05 [MG within Flight]		11p-1130p	-----SaSu	:30		\$200.00		0.00	NM		
E 9	WHP	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M--TF--	:30	4	\$195.00	P-2	0.00	NM	4	\$780.00
E 10	WHP	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M--TF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
E 11	WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M--TF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
E 12	WHP	11/01/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M--TF--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
E 13	WHP	11/01/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M--TF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
E 14	WHP	11/01/12	11/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M--F--	:30	1	\$1,000.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		CBS Evening News See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Preempted by NSM]		630p-7p	M---F----	:30		(\$1,000.00)		0.00	NM		
E 15	WHP	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--TF--	:30	4	\$700.00	P-2	0.00	NM	2	\$1,400.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		M-F 7p-730p Credited [Credited Spot]		7p-730p	M--ThF----	:30		(\$700.00)		0.00	NM		
3	WHP	11/01/12-11/05/12		M-F 7p-730p Credited [Credited Spot]		7p-730p	M--ThF----	:30		(\$700.00)		0.00	NM		
E 16	WHP	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--TF--	:30	4	\$800.00	P-2	0.00	NM	2	\$1,600.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		M-F 730p-8p Credited [Credited Spot]		730p-8p	M--ThF----	:30		(\$800.00)		0.00	NM		
4	WHP	11/01/12-11/05/12		M-F 730p-8p Credited [Credited Spot]		730p-8p	M--ThF----	:30		(\$800.00)		0.00	NM		
E 17	WHP	11/01/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M--TF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
E 18	WHP	11/01/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M--TF--	:30	4	\$140.00	P-2	0.00	NM	4	\$560.00
E 19	WHP	11/01/12	11/05/12	Late Late Show Late Late Show/Ferguson	CM	1235a-135a	M--TF--	:30	2	\$35.00	P-2	0.00	NM	2	\$70.00
E 20	WHP	11/01/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
E 21	WHP	11/01/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	WHP	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12	Sat Reg 1	8p-9p		-----Sa--		:30		(\$575.00)		0.00	NM		
		See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]													
E 23	WHP	11/01/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12	Sat Reg 2	9p-10p		-----Sa--		:30		(\$575.00)		0.00	NM		
		See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]													
E 24	WHP	11/01/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
E 25	WHP	11/01/12	11/05/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
E 26	WHP	11/01/12	11/05/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	:30	1	\$895.00	P-2	0.00	NM	13	\$2,895.00

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E 26	WHP	11/01/12	11/05/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	:30	1	\$895.00	P-2	0.00	NM	13	\$2,895.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12	SEC Prime Game	Various		-----Sa--		:30		(\$895.00)		0.00	NM		
			See MG 26.2,26.3,26.4,26.5,26.6,26.7,26.8,26.9,26.10,26.11,26.12,26.13,26.14 [No Avail]												
2	WHP	11/06/12-11/06/12	M-F 5a-6a News	5a-6a		-T-----		:30		\$125.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
3	WHP	11/06/12-11/06/12	M-F 5a-6a News	5a-6a		-T-----		:30		\$125.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
4	WHP	11/06/12-11/06/12	M-F 6a-7a News	6a-7a		-T-----		:30		\$225.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
5	WHP	11/06/12-11/06/12	M-F 6a-7a News	6a-7a		-T-----		:30		\$225.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
6	WHP	11/06/12-11/06/12	CBS This Morning	7a-9a		-T-----		:30		\$135.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
7	WHP	11/06/12-11/06/12	CBS This Morning	7a-9a		-T-----		:30		\$135.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
8	WHP	11/06/12-11/06/12	M-F 2p-3p	2p-3p		-T-----		:30		\$325.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
9	WHP	11/06/12-11/06/12	M-F 3p-4p	3p-4p		-T-----		:30		\$275.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
10	WHP	11/06/12-11/06/12	M-F 3p-4p	3p-4p		-T-----		:30		\$275.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
11	WHP	11/06/12-11/06/12	M-F 4p-5p	4p-5p		-T-----		:30		\$450.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
12	WHP	11/06/12-11/06/12	M-F 4p-5p	4p-5p		-T-----		:30		\$450.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
13	WHP	11/06/12-11/06/12	CBS This Morning	7a-9a		-T-----		:30		\$75.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
14	WHP	11/06/12-11/06/12	CBS This Morning	7a-9a		-T-----		:30		\$75.00		0.00	NM		
			Ⓜ MG for 31.6,26.1 [MG within Flight]												
E 27	WHP	11/01/12	11/05/12	NFL RS Game Steelers	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 28	WHP	11/01/12	11/05/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
N 29	WHP	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M--TF--	:30	2	\$200.00	P-2	0.00	NM	1	\$200.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	11/01/12-11/05/12	M-F 10a-11a	10a-11a		M--ThF----		:30		(\$200.00)		0.00	NM		
			Credited [Credited Spot]												
N 30	WHP	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--TF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
N 31	WHP	11/01/12	11/05/12	Sa-Su 6p-630p News Rct CBS 21 News at 6p	CM	6p-630p	-----SS	:30	1	\$140.00	P-2	0.00	NM	7	\$4,540.00

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N31	WHP	11/01/12	11/05/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----SS	:30	1	\$140.00	P-2	0.00	NM	7	\$4,540.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12	Sa-Su 6p-630p News Rot See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]			6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
2	WHP	11/01/12-11/05/12	SEC Prime Game Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]		Various		-----Sa--	:30		\$895.00		0.00	NM		
3	WHP	11/01/12-11/05/12	SEC Prime Game Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]		Various		-----Sa--	:30		\$895.00		0.00	NM		
4	WHP	11/01/12-11/05/12	SEC Day Game Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]		Various		-----Sa--	:30		\$350.00		0.00	NM		
5	WHP	11/01/12-11/05/12	SEC Day Game Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]		Various		-----Sa--	:30		\$350.00		0.00	NM		
6	WHP	11/01/12-11/05/12	NFL RS Game Early Ⓜ See MG 26.2,26.3,26.4,26.5,26.6,26.7,26.8,26.9,26.10,26.11,26.12,26.13,26.14 [Due to Political] Due to Political		1p-4p		-----Su	:30		(\$2,000.00)		0.00	NM		
7	WHP	11/01/12-11/05/12	NFL RS Game Early Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]		1p-4p		-----Su	:30		\$2,000.00		0.00	NM		
8	WHP	11/01/12-11/05/12	Late Late Show Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]		1235a-135a		M--ThF----	:30		\$35.00		0.00	NM		
9	WHP	11/01/12-11/05/12	ON M-F Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]		2:30 AM-5:00 AM	2:30 AM-5:00 AM	M--ThF----	:30		\$15.00		0.00	NM		
N32	WHP	11/01/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
N33	WHP	11/01/12	11/05/12	Su 1130p-1230a Su 1130p-1230a	CM	1130p-1230a	-----S	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
N34	WHP	11/01/12	11/05/12	Sa 1230a-130a Sa 1230a-130a	CM	1230a-130a	-----S-	:30	1	\$35.00	P-2	0.00	NM	1	\$35.00
N35	WHP	11/01/12	11/05/12	Su 1230a-130a Su 1230a-130a	CM	1230a-130a	-----S	:30	1	\$35.00	P-2	0.00	NM	1	\$35.00
N36	WHP	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
N37	WHP	11/01/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	0	\$0.00
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1	WHP	11/01/12-11/05/12	Mon Reg 3 See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Preempted by NSM]			10p-11p	M-----	:30		(\$2,250.00)		0.00	NM		
N38	WHP	11/01/12	11/05/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
N39	WHP	11/01/12	11/05/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N40	WHP	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N41	WHP	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N42	WHP	11/01/12	11/05/12	NFL RS Pre Game NFL RS Pre Game	CM	12p-1p	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
N43	WHP	11/01/12	11/05/12	NFL RS Game Early NFL RS Game Early	CM	1p-4p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00

